IN THE CLAIMS

1. (Currently Amended) A method for analyzing the e-commerce competition of an entity, comprising the steps of:

(1)   collecting pages that are commonly transmitted over a computer network;

(2)   collecting external data not directly retrievable from said pages;

(3)   classifying said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity;

(4)   measuring the number of occurrences that each of said pages falls within each of said series of predetermined metrics, wherein said measuring step comprises:

parsing content of said pages using predetermined categories of key words;

searching for at least one key word in the predetermined categories; and

scoring [[said]] a subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page;

(5)   comparing said number of occurrences that each of said pages falls within each of said series of predetermined metrics to a predetermined n-list of values for each of said series of predetermined metrics; wherein said n-list represents a selective sampling in order to compare the entity;

(6)   delivering a benchmark for the entity based on (5)

(7)   repeating steps (1) - (6) to obtain a list of benchmarks for other entities; and

(8)   generating a report comparing said benchmarks, wherein said report compiles the analyzed statistics from said pages and prioritizes said pages utilizing the metrics to combine said analyzed statistics and said external data.

2. (Original) The method of Claim 1, wherein said computer network is the global Internet.

3. (Original) The method of Claim 1, wherein said computer network is an intranet.

4. (Original) The method of Claim 1, wherein said computer network is an extranet.

5. (Canceled)

6. (Currently Amended) A system for analyzing the e-commerce competition of an entity, comprising:

a downloader for searching a computer network, wherein said computer network contains ~~pages of~~ content commonly transmitted over a computer network;

a page processing module coupled to said downloader for receiving pages downloaded from a search [[or]] on said computer network, said page processing module identifying a subset of downloaded pages;

an archive module coupled to said page processing module for storing ~~the pages from said set of downloaded pages~~ said subset;

a processing module for collecting external data not directly retrievable from said pages;

an archive for storing the data from the page processing module, the archive module, and the processing module;

a scoring module for classifying said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity, which are a result of: parsing content of said pages using predetermined categories of key words; searching for at least one key word in said predetermined categories; and scoring said subset utilizing at least one key word and analyzed statistics based on an amount of key words found on a page; and

a database ~~coupled to said page processing module~~ for allowing ~~said page processing~~ a scoring module to measure the number of occurrences and compare the number of occurrences that each of said pages falls within each of said series of predetermined metrics to a

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predetermined n-list of values for each of said series of predetermined metrics; wherein said n-list represents a selective sampling in order to compare the entity ~~perform queries relating to said set of downloaded pages from said each of said list of pages, stored on said archive,~~ in order to produce a report;

~~wherein the queries are performed utilizing computer programmable code that parses content of said pages using predetermined categories of key words; searches for at least one key word in the predetermined categories; and scores said subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page; and~~

wherein [[the]] said report ~~comprises~~ delivers a benchmark for each entity and compares said benchmarks by compiling said analyzed statistics from said pages prioritized utilizing metrics defining information relevant to the entity; and prioritizing said pages utilizing said metrics to combine said analyzed statistics and said external data;

~~whereby~~ wherein said report is utilized to compare an entity's presence to at least one competitor's presence on said computer network.

7. (Original) The system of Claim 6, wherein said computer network is the global Internet.

8. (Original) The system of Claim 6, wherein said computer network is an intranet.

9. (Original) The system of Claim 6, wherein said computer network is an extranet.

10. (Original) The system of Claim 7, further comprising:

a plurality of Web clients that provide a graphical user interface for a user to enter search criteria and communicate with said downloader, thereby controlling said page processing module.

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11.   (Currently Amended) A computer program product comprising a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on a computer that develops and interprets e-commerce metrics of an entity, said computer readable program code means comprising:

first computer readable program code means for causing the computer to collect pages that are commonly transmitted over a computer network;

second computer readable program code means for causing the computer to collect external data not directly retrievable from said pages;

third computer readable program code means for causing the computer to classify said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity;

fourth computer readable program code means for causing the computer to measure the number of occurrences that each of said pages falls within each of said series of predetermined metrics, wherein said measuring step comprises:

[[ninth]] fifth computer programmable code for parsing content of said pages using predetermined categories of key words; searching for at least one key word in the predetermined categories; and scoring said subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page;

[[fifth]] sixth computer readable program code means for causing the computer to compare said number of occurrences that each of said pages falls within each of said series of predetermined metrics to a predetermined n-list of values for each of said series of predetermined metrics; wherein said n-list represents a selective sampling in order to compare the entity,

[[sixth]] seventh computer readable program code means for causing the computer to deliver a benchmark for the entity based on the fifth computer readable program code means;

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[[tenth]] eighth computer readable program code means for repeating the above steps [[(1) - (6)]] to obtain a list of benchmarks for other entities; and

~~eleventh~~ ninth computer readable program code means for generating a report comparing said benchmarks, wherein said report compiles the analyzed statistics from said pages and prioritizes said pages utilizing the metrics to combine said analyzed statistics and said external data.

12. (Original) The computer program product of Claim 11, wherein said computer network is the global Internet.

13. (Cancelled)